

**ABSTRACT**

Disclosed is a method and system for switching a commercial for a user.

Accordingly, the present invention obtains a user's profile or monitors a user's viewing

5 history of various commercials to determine the type of commercials that are not watched  
or not liked by the user. Thereafter, commercials between television programs are detected  
during a commercial break and compared with the user's profile or the user's past viewing  
information to determine whether the detected commercial is liked by the user. For an  
unwanted commercial, the present system retrieves one of the commercials liked by the  
10 user that is shown on different channels, then replaces the unwanted commercial with the  
commercial that is of interest to the user